



**Australian  
Competition &  
Consumer  
Commission**

Our Ref: C2003/938  
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23 January 2006

Mr Robert Edwards  
Chief Executive Officer  
Australian Direct Marketing Association  
Level 6, 50 Carrington Street  
SYDNEY NSW 2000

Dear Mr Edwards

**Australian Direct Marketing Association – application for revocation of  
authorisation A40077 and replacement by substitute authorisation A90876  
Request for deferral of consideration**

Thank you for your letter of 16 January 2006 regarding the Australian Competition and Consumer Commission's (the ACCC's) letter of 20 December 2005.

I note in your letter you have requested that the ACCC defer its consideration of ADMA's application for revocation of A40077 and replacement by substitute authorisation A90876 until after the meeting of ADMA's Board of Directors on 24 February 2006. I request that you advise the ACCC of the relevant outcomes of the ADMA Board meeting by 28 February 2006.

Your assistance in this matter is appreciated. A copy of this letter has been placed on the ACCC's public register. If you wish to discuss any aspect of this matter, please do not hesitate to contact Susan Philp on (02) 6243 1354.

Yours sincerely

Scott Gregson  
General Manager  
Adjudication

